

IN THE CLAIMS

1-3. canceled

4. (currently amended) A bonded magnet obtained by bonding a ferrite magnetic powder containing an alkaline alkali earth metal and having a chlorine content of 0.05 wt% or less and a powder pH of less than 6 with a rubber-based binder [[resin]] selected from NBR (acrylonitrile butadiene copolymer rubber) or EPDM (ethylene propylene diene monomer rubber).

5. (new) A bonded magnet obtained by bonding a ferrite magnetic powder containing an alkaline earth metal and having a chlorine content of 0.05 wt% or less and a powder pH of less than 6 with a rubber-based binder of a thermoplastic resin having rubber elasticity selected from CPE (chlorinated polyethylene), plasticized PVC (plasticized polyvinyl chloride) or EVA (ethylene vinyl acetate copolymer).

6. (new) A method of producing a bonded magnet of claim 4 comprising:  
pulverizing a calcinated product of ferrite composition containing an alkaline earth metal to form a powder;

annealing the powder which has a powder pH of not less than 10 and a chlorine content of 0.055 wt% or more;

dispersing the annealed powder in water and adding an amount of sulfuric acid so that the last ferrite magnetic powder obtained has a pH of less than 6 and a chlorine content of 0.05 wt% or less;

adding a dispersant thereto;

subjecting the dispersion to solid-liquid separation followed by vacuum drying;

kneading the obtained ferrite magnetic powder with a rubber-base binder selected from NBR (acrylonitrile butadiene copolymer rubber) or EPDM (ethylene propylene diene monomer rubber) to obtain a compound; and

shaping the compound into a prescribed configuration.

7. (new) A method of producing a bonded magnet of claim 4 comprising:  
pulverizing a calcinated product of ferrite composition containing an alkaline earth metal to form a powder;

annealing the powder which has a powder pH of not less than 10 and a chlorine content of 0.055 wt% or more;

dispersing the annealed powder in water and adding an amount of sulfuric acid so that the last ferrite magnetic powder obtained has a pH of less than 6 and a chlorine content of 0.05 wt% or less;

adding a dispersant thereto;

subjecting the dispersion to solid-liquid separation followed by vacuum drying;

kneading the obtained ferrite magnetic powder with a rubber-base binder of a thermoplastic resin having rubber elasticity selected from CPE (chlorinated polyethylene), plasticized PVC (plasticized polyvinyl chloride) or EVA (ethylene vinyl acetate copolymer).